

Message Text

UNCLASSIFIED

PAGE 01 VIENNA 00295 141602Z

ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 /020 W
-----142309Z 044088 /72-61

R 141434Z JAN 77

FM AMEMBASSY VIENNA

TO SECSTATE WASHDC 0496

UNCLAS VIENNA 0295

FOR COMMERCE AND WASHINGTON COMMERCIAL ACTION GROUP

E.O. 11652: N/A

TAGS: BEXP, AU

SUBJECT: FY'78 COUNTRY COMMERCIAL PROGRAM FOR AUSTRIA

REF: (A) STATE 001604, (B) 76 VIENNA 3074, (C) 76 STATE
A-7369 AND PREVIOUS

1. APPRECIATE COMMENTS IN REFTEL (A), AND PARTICULARLY CONFIRMATION OF FY 78 EVENTS SCHEDULE.

2. EMBASSY IS SLIGHTLY REVISING CAMPAIGN THEMES FOR FY 78 BASED ON MORE RECENT ESTIMATES OF MARKET POTENTIALS. CAMPAIGNS OUTLINED IN FORTHCOMING AIRGRAM DUE FEB 11 WILL BE: ELECTRONICS INDUSTRY COMPONENTS, PRODUCTION EQUIPMENT AND TEST INSTRUMENTATION; MINICOMPUTERS AND SMALL BUSINESS COMPUTERS; HEALTH CARE/BIOMEDICAL EQUIPMENT; AND LABORATORY INSTRUMENTS FOR INDUSTRY/SCIENCE. WE ARE DROPPING FOOD PROCESSING EQUIPMENT BECAUSE WE PERCEIVE LIMITED SALES POTENTIAL. WE HAVE RELEGATED CONSUMER GOODS TO SPECIAL POST EFFORTS CATEGORY. ALTHOUGH WE HEARTILY WELCOME GERNGROSS IN-STORE PROMOTION, WE PREFER TO CONCENTRATE ON POST MARKET RESEARCH ON CONSUMER PRODUCTS UNTIL SUCH TIME AS WE CAN JUSTIFY INTENSE SALES CAMPAIGN. FOLLOWING ARE DATA REQUESTED IN REFTEL (A) WHICH WILL NOT APPEAR IN FORTHCOMING AIRGRAM.

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 VIENNA 00295 141602Z

3. ESTIMATED TOTAL COST OF BIO AT IE'77: \$1,900. THIS DOES NOT INCLUDE EXPENSES RELATED TO INDUSTRY EXPERT ATTENDING CATALOG SHOW.

4. BUSINESS EQUIPMENT TRADE MISSION, FEBRUARY 1978: PRODUCT MIX SHOULD, IF POSSIBLE, INCLUDE ITEMS UNDER

FOLLOWING CATEGORIES: MINICOMPUTER SYSTEMS; SMALL BUSINESS COMPUTERS; MULTI-TASK BUSINESS MACHINES (ACCOUNTING, INVOICING, WAGE COMPUTATION, ORDER AND STOCK CONTROL) SUITABLE FOR SMALL AND MEDIUM-SIZED BUSINESSES AND RURAL COMMUNITIES; PROGRAMMABLE TERMINAS; DISKETTE PERIPHERAL STORAGE DEVICES; CASSETTE AND CARTRIDGE MAGNETIC TAPE DRIVES; KEY-TO-DISKETTE DATA ENTRY DEVICES; FACTORY DATA COLLECTION SYSTEMS; ON-LINE BANK TELLER TERMINAS.

5. HEALTH CARE/MEDICAL EQUIPMENT CATALOG SHOW: COULD BE HELD IN CONJUNCTION WITH IFAS, INTERNATIONAL SPECIALIZED EXHIBITION OF DOCTORS' AND HOSPITAL SUPPLIES, WHICH WILL TAKE PLACE IN SALZBURG CONCURRENT WITH INTERNATIONAL MEDICAL CONGRESS. PERIOD: FOUR DAYS IN LATE MARCH OR EARLY APRIL 1978, EXACT DATES WTILL UNDECIDED.

6. LABORATORY INSTRUMENTATION: REGRET TO LEARN THAT JANUARY 1978 TRADE MISSION IS CANCELLED. WE WISH RETAIL CAMPAIGN, AND HOPE COMMERCE CAN PROCURE REPLACEMENT PROMOTIONAL EVENT. FYI: THERE ARE NO SPECIALIZED EXHIBITIONS IN AUSTRIA RELATED TO LABORATORY INSTRUMENTATION AS POSSIBLITY, WE ARE THINKING OF CATALOG EXHIBIT WITH APPROPRIATE FILMS SPONSORED BY EITHER VIENNA TECHNICAL UNIVERSITY OR CHAMBER OF COMMERCE.BUCHANAN

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 14-Jan-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977VIENNA00295
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770015-0448
Format: TEL
From: VIENNA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770149/aaaabqrq.tel
Line Count: 87
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: b12271d9-c288-dd11-92da-001cc4696bcc
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 77 STATE 1604, 76 VIENNA 3074
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 22-Sep-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3589480
Secure: OPEN
Status: NATIVE
Subject: FY\78 COUNTRY COMMERCIAL PROGRAM FOR AUSTRIA
TAGS: BEXP, AU
To: STATE
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/b12271d9-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009